



Nursing Division

Army Nurses are Proud to Care





Army ROTC Nurse Program

**TO PROVIDE AN
INTRODUCTION
TO THE SECOND REGION
(ROTC) NURSE PROGRAM
RECRUITING AND
RETENTION**





AGENDA

- ✓ Current ROTC Nurse Program
- ✓ Identify and Understand the Product
- ✓ Market and Competition Information
- ✓ Keys to Success (Recruiting and Retention)



CURRENT ROTC NURSE PROGRAM

- **Mission vs. Contracted**
- **PNE**
- **Designated Nursing Education Programs**
- **Eligibility & Retention Requirements
Scholarships**
- **Miscellaneous Information & Updates**



SECOND REGION NURSE MISSION VS. CONTRACTED CADETS

	MISSION	CONTRACTED
MS 01	74	33
MS 02	59	53
MS 03	59	52
MS 04	56	52
MS 05	58	?



HY00 ROTC BRANCHING BOARD AN PROFILE

SEX

MALE 42
(27%)
FEMALE 113
(73%)

RACE

CAUCASIAN 115
(74.0%)
AFRICAN-AMER 16
(10.4%)
HISPANIC 7
(4.6%)
OTHER 17
(11.0%)

BRANCHING

ACTIVE DUTY ANC 148
GRFD 2
OTHER BRANCH 5
TOTAL 155

SCHOLARSHIP

YES 148 (95.5%)
NO 7 (4.5%)

AVERAGE SCORES

17
GPA 3.17
Camp 830

~~FY01 ROTC Branching~~ Board AN Profile



SEX

MALE	28
(22%)	
FEMALE	101 (78%)

BRANCHING

ACTIVE DUTY ANC	124
GRFD	5
TOTAL	129

RACE

CAUCASIAN	115
(74.0%)	
AFRICAN-AMER	16
(10.4%)	
HISPANIC	7
(4.6%)	
OTHER	17
(11.0%)	

SCHOLARSHIP

YES	148	(95.5%)
NO	7	(4.5%)

AVERAGE SCORES

GPA	3.17
Camp00 (76)	830



Partnerships in Nursing Education

- ➡ Designed in conjunction with the most successful nurse producing battalions and nursing schools
- ➡ 19 Schools @ 17 BNs
- ➡ 98 Guaranteed Seats to facilitate student progression into upper division classes
- ➡ Goal: Increased Retention Rate among students



DESIGNATED NURSING EDUCATION PROGRAMS

✓ TOP BSN PROGRAMS (9 IN Region)

→ Identified in The Gorman Report, A
Rating
of Undergraduate Programs in
American
and International Universities, 1997

→ No guarantees of upper division



NURSE CADET ELIGIBILITY & RETENTION REQUIREMENTS

- ✓ Basic eligibility criteria for ROTC
- ✓ **Meet minimum academic acceptance criteria of nursing program or ROTC, whichever is higher**
- ✓ Maintain cumulative GPA required by



NURSE SCHOLARSHIPS

4-Year Scholarships

X

3 -Year Scholarships

X

X

2-Year Scholarships

X

X

Green-to-Gold Scholarships

X

X

Graduate Scholarships

X

X

**PNE
& TOP**

**NON
PNE**



NURSE SCHOLARSHIPS, *cont.*

- ✓ 4 Year applicants may indicate any school to submit application (will be directed to DNE program)
- ✓ If no upper division selection, must transfer to another program to retain benefits
- ✓ 3 year Advanced Designee line scholarship may NOT be offered or awarded to nursing students
- ✓ Applications may be submitted at any time



YOUR PRODUCT IS THE ARMY NURSE CORPS!

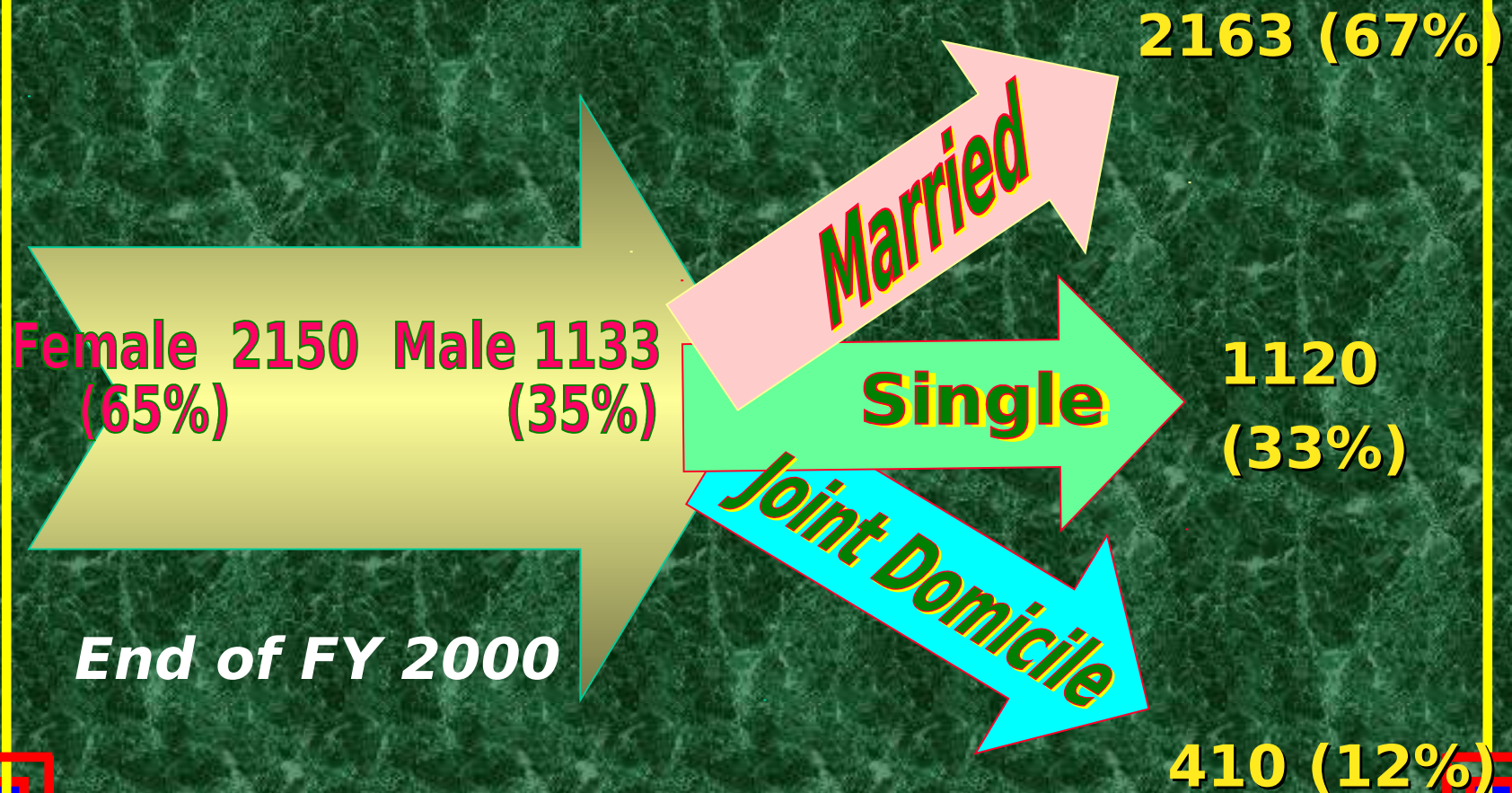
- ✓ Budgeted end strength of 3381
- ✓ Promotion/selection opportunity rates are matching
DOPMA standards
- ✓ No managed loss programs for FY 01 and beyond

⇒ No early retirements offered

- ✓ Officers are being held to ADSO (LTHET, DCS



GENDER / MARITAL STATUS





ETHNIC DIVERSITY

Asian Pacific Islander-
137

(4%)

African American -
530
(16%)

Hispanic- 118
(4%)

American
Indian-18
(1%)



Caucasian-
2386
(72%)

Other - 94
(3%)



HIGHEST CEL BY GRADE

	<u>BSN</u>	<u>MS</u>	<u>PHD</u>
COL		89%	11%
LTC	3%	95%	2%
MAJ	33%	67%	
CPT	84%	16%	
LT	99%	1%	

As of 30Sep99

Promotion discriminator: Master's Degree
for LTC

CEL = Civilian Education Level



HIGHEST MEL BY GRADE

	<u>BSN</u>	<u>MS</u>	<u>PHD</u>
COL		89%	11%
LTC	3%	95%	2%
MAJ	33%	67%	
CPT	84%	16%	
LT	99%	1%	

As of 30Sep99

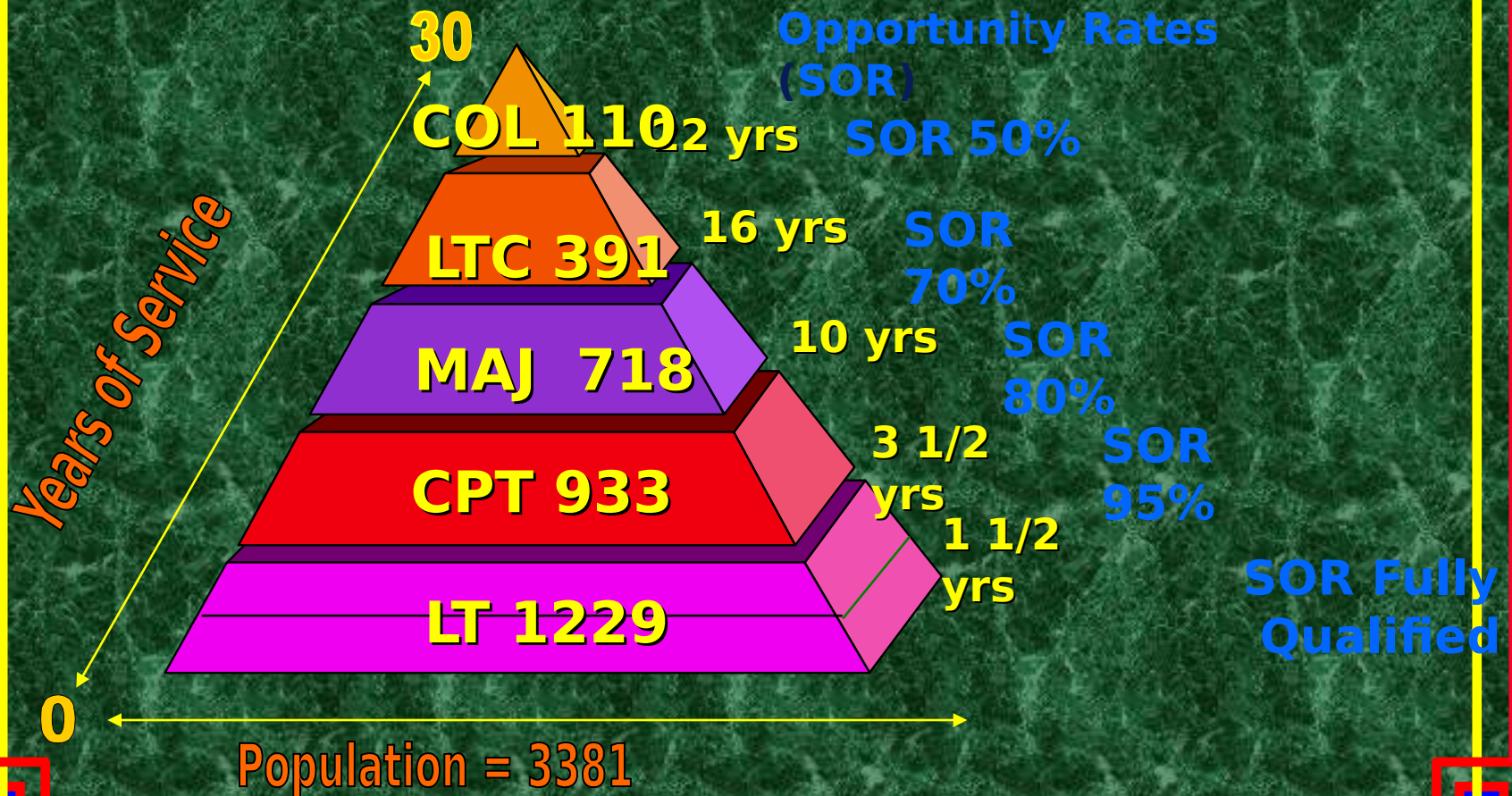
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PROMOTION PYRAMID

Selection
Opportunity Rates
(SOR)





AOC/ASI COURSES

- Eligibility: Junior officers (LTs & CPTs)
- Purpose:
 - ✓ To enhance the education and clinical expertise of novice nurses
 - ✓ Gain specialty AOC/ASIs
- Six specialty courses from which to choose,
 - locations vary
- Generic Course Guarantees
- Incur ADSO, served concurrently



AOC/ASI COURSES, *cont.*

* Critical Care Course**	16 Weeks	BAMC,MAMC,WRAMC
* Emergency Nursing	16 Weeks	BAMC
* OB/GYN Course**	16 Weeks	TAMC
* Perioperative Course**	16 Weeks	MAMC,BAMC,WBAMC
* Psych/Mental Health**	22 Weeks	DDEAMC*
* Principles of Military Preventive Medicine (Community Health Nurse)	12 Weeks	AMEDD C&S

** Generic Course Guarantee

* Effective June 01 Psych Course will be 16 Weeks at WRAMC



FY 01 LONG TERM HEALTH EDUCATION & TRAINING (Graduate School)

.....THE RESULTS

- Masters 51% (48 of 95)
- Doctoral 50% (1 of 2)
- Nursing Anesthesia 98% (46 of 47)
- Baylor HCA 100% (3 of 3)
- FNP-CP 100% (4 of 4)



COMPANY GRADE BRANCH IMMATERIAL

- ✓ Co Grade BI Command is just one of many leader development opportunities for ANs
 - ⇒ Officer must demonstrate strong skills in clinical competencies prior to assignment to BI position
 - ▢ Limited number of Co Grade BI Command positions available & supportable
 - ▢ Assignments are normally for 2 years then officer will return to clinical setting
- ✓ USAREC, ROTC, AMEDD C&S are excellent staff assignments to prepare officers for BI success



THE ROAD TO SUCCESS FOR AN OFFICERS WILL CONTINUE TO BE:

➤ **Outstanding performance**



□ **Variety of clinical and staff assignments
in both TDA and TO&E environments**



Second Region Nurse Market, Organization, and Assets

Second Brigade
CPT Flood
Chicago, IL
MI, WI, IN, N.
IL

Fourth Brigade
MAJ Peters/CPT Jacobs
FT Leonard Wood, MO
S. IL, MO, AR

Third Brigade
CPT Parson/
CPT Vinson
FT Knox, KY
KY, TN, OH, WV

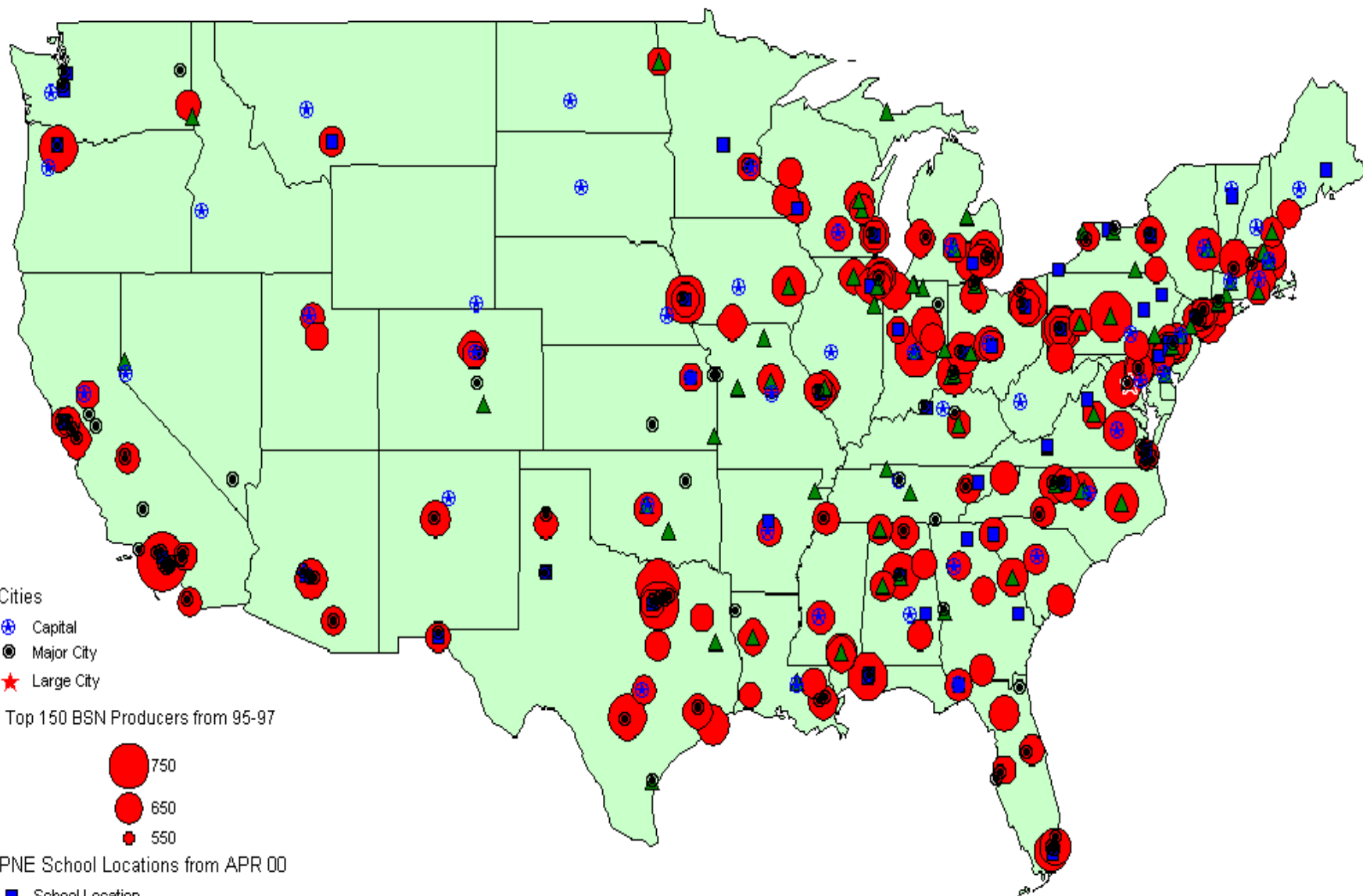
Fifth Brigade
CPT Ludwig
Redstone Arsenal, AL
LA, MS, AL

Chief Nurse - LTC Ronald Keen, FT Knox, KY



NURSE MARKET

- **Generic progression**
 - ⇒ High school entry into BSN program
- **RN to BSN**
 - 2 Year (Associate Degree) program graduate
 - Diploma program graduate
- **LPN to BSN**
- **Lateral transfer**
 - Within the university
 - Between universities
- **Master's Degree Program**





THE COMPETITION

➤ MILITARY

⇒ Air
Force/Navy
ROTC

- AECP
- Direct
Accessions

➤ CIVILIAN

- ⇒ Job opportunities
- Starting salary
- Scholarship
monies
- Sign-on bonus
- Relocation bonus
- Career ladders
- Preceptorships



WHY CHOOSE THE ARMY?

- **Comparable pay**
- **Solid foundation of nursing skills & knowledge**
- **30 day vacation**
- **Travel opportunities**
- **Position opportunities & flexibility**
- **Specialty training**
- **Graduate school**
- **Promotion potential**
- **Commitment**





WHY ROTC FOR ARMY NURSES?

- **Product is:**
 - ➔ **Professionally qualified**
 - ➔ **Military savvy**
- **The Army needs nurses who:**
 - ➔ **Are leaders and managers**
 - ➔ **Are committed to the high ideals of the**
profession and the military
 - ➔ **Understand the role of the soldier**



BENEFITS OF ARMY ROTC

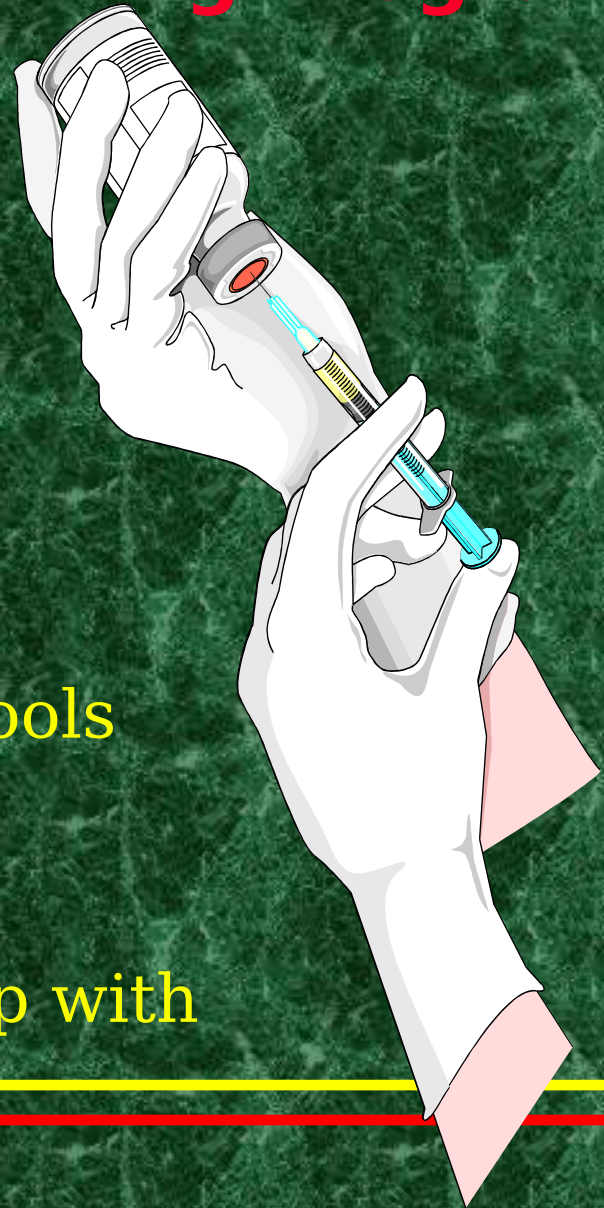
➤ Army ROTC offers: ➤ Army Nurse Corps offers:

- | | |
|-----------------------|------------------------|
| ➤ leadership training | ➤ professionalism |
| ➤ self confidence | ➤ prestige |
| ➤ esprit de' corps | ➤ autonomy |
| ➤ NSTP | ➤ salary progression |
| ➤ scholarship | ➤ career mobility |
| ➤ education | ➤ specialized training |
| ➤ management | ➤ advanced education |
| ➤ experience | |



Nurse Summer Training Program 200

- ✓ Voluntary
- ✓ Three weeks duration
- ✓ After Advanced Camp
- ✓ School credit - many schools offer credit for program
- ✓ One-on-one preceptorship with ANC officer at hospital





Graduate Program

- ★ Nurse program Graduate scholarships may ONLY be used in the Maternal Child CNS, Adult Health CNS, Perioperative CNS, Psychiatric CNS, Critical Care CNS
- ★ Two-year Scholarship
- ★ Must meet all ROTC eligibility requirements (many graduate students are older, thus not meeting age requirement)
- ★ Contact your Nurse Counselor if you have questions about your school's graduate program



KEYS TO HELP MEET MISSION SUCCESS!

- ✓ **First and Foremost, Retain Quality Cadets**
- ✓ **Develop and Maintain support of key School of Nursing "Influencers"**
- ✓ **Don't be a stranger within the School of Nursing**
- ✓ **Setup presentations with your School of Nursing; use your Nurse Counselor assets and schedule on the day the Nurse Counselor is at your BN**
- ✓ **Promote the PNE programs/schools within your area**
 - **Plan and execute penetration of the high school market**
- ✓ **Use available nurse cadets in recruiting activities on your campus**



TOOLS FOR SUCCESS

➤ Nurse Cadet Clubs

→ FLANC-Future Leaders in Army Nurse Corps

▢ Nursing Faculty

→ Advisor

→ Scholarship Board Member

▢ Web Pages co-linked

▢ Joint mailings to students

▢ MTF Visits

▢ Army Nurse speakers at functions



KEYS TO SUCCESS: **YOUR BN AND THE BDE NURSE** **COUNSELOR**

Your BDE Nurse Counselor will:

- ☆ **Be your Resident Expert on the Cadet Command Nurse Program and help get NURSES !**
- ☆ **Provide specific recruitment/retention strategies**
- ☆ **Be your prime interface with the Dean, School of Nursing**
- ☆ **Assist with specific nurse scholarship questions/issue**
- ☆ **Assist with monitoring nurse cadet progression, coursework and assignment to summer training programs**
- ☆ **Provide individual counseling to each of your nurse cadets during each BN visit and be available anytime via phone/e-mail**



Nursing Retention

Retention of Quality Nursing Students

- ✓ Actively involve nurse counselors and battalion cadre before and after the application process
- ✓ Increased emphasis on university visits by Nurse Counselors to assist BN staff with nurse issues
- ✓ Maintaining adherence to set GPA, PT and ROTC requirements
- ✓ Assure all new students have signed the revised contract amendment explaining NCLEX details



Physicals

- ☆ All Scholarship recipients must have an approved DODMERB medical examination
- ☆ Non-scholarship - Fort Knox MEDDAC is the approving authority for WI, MI, WV, IN, IL, and KY

PROCESS

- ✓ Obtain physical and supporting lab results
- ✓ Mail complete packet to your Region Chief Nurse/nearby Army MEDDAC for processing--Physical will be reviewed and BN contacted for missing information/results
- ✓ Physicals will be hand-carried/sent to MEDDAC physician for stamp and signature
- ✓ Turn around time will be two weeks **IF** all requirements are present on the forms

U.S. Army Cadet Command



Meeting the challenges, maintaining standards, and continuing to produce

Army Nurses who are:



✓ **Competent**

✓ **Confident**

✓ **Disciplined**

✓ **Trained**

✓ **Motivated**

***Leaders of
Character***



PARTNERS IN CARING



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BACK UP SLIDES



4-YEAR PROGRAM IS NOW THE EXCEPTION

➤ Then

- Original premise: Start as Freshman, “pin-on” 4 years later, some entry through other means
- Over-subscription was the rule
- Small numbers from “other means” meant:

OK for Basic Camp=JROTC=prior service=compression

□ Now

- Most Freshman unfamiliar with “Officership”
- Students who stay graduate in 4.6 years
- Most contract students from “other means”

Not OK for Basic Camp=JROTC=prior service=compression

CADRE ROLES, REQUIREMENTS, AND CAPABILITIES HAVE CHANGED



THEN

- Cadre principally trainers
- Advanced Program, particularly Advanced Camp became a discriminator
- Summer focus

Summer Camp



NOW

- Untrained cadre must recruit, retain, and train
- Recruiting/retention heaviest during Summer, competes with camp and PCS
- Many cadre leaving service, unsuited to recruit, retain, or mentor
- G2 ineffective at spotting, fixing problems in units
- Cadre often distracted by QOL issues



PROPENSITY TO BE AN OFFICER DECLINING UNABATED

THEN

- Many influencers had positive military experiences
- Marketing dollars kept ROTC in the public eye
- 416 schools vs. 270 schools
- Few “negative” officer stories

NOW

- Positive, knowledgeable influencers scarce
- Attempt to turn around propensity have been largely ineffective
- Market positioning not based on market analysis
- ROTC reputation on campus dissuades joiners
- Students eliminate ROTC in favor of academics



INCENTIVES TO JOIN NO LONGER COMPETITIVE

THEN

- Scholarship covered bulk of costs
- Stipend enabled cadets not to work
- Camp pay substantive and attractive
- Incentives worth the obligation

NOW

- Scholarship no longer preeminent payment source
- Other services Corporate America
- 8-year MSO tough to overcome
- Cadet pay not competitive with other work options
- Students eliminate ROTC in favor of work

